FLEET WEEK NEW YORK

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Navy Region Mid-Atlantic & Fleet Week New York

Summary

- Public Information (Media; Web; Facebook; Twitter; Flicker, outreach)
- Embark Program
- Tour Program (GPV & DV)
- Internal Information
- Community Relations/Outreach
- Strategic Communication Themes/Messages
- Recruiting
- ONR
- SOE
- Manning
- Admin
- Initiatives/Improved Processes

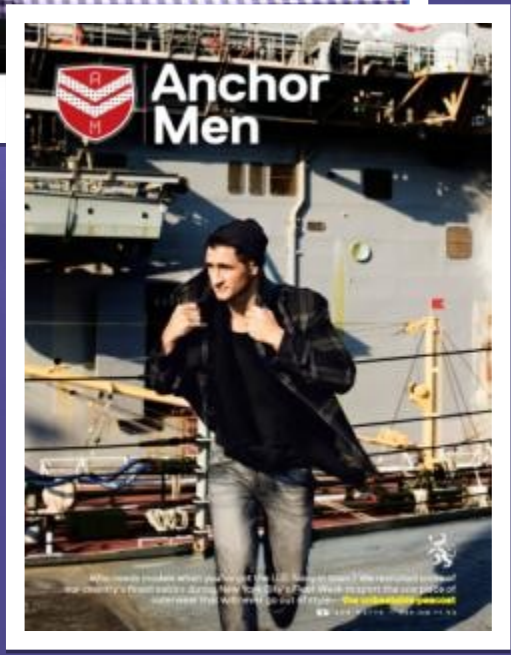
FWNY Team

- Navy Region Mid-Atlantic PA Team
  - Norfolk, Groton, Willow Grove, Earle, NAS Oceana
- NAVINFO East
- NAVINFO West
- USCG & USMC NYC PA
- TYCOMS
- C2F
- ESG
- NAVRESFOR
- NPASE
- USS IWO JIMA (LHD 7) PA team
- MEU PA
- USCG Auxiliary
- NCIS, FBI
- Navy Recruiting, New York

Public Information (Media)

- #1 Media market in the World!
  - **TV**
  - **Print**
  - **Radio**
  - **In-studio**
  - **Sports**:
    - Yankees
    - Mets
    - Liberty (women's basketball)
    - Red Bulls (soccer)

abc GOOD MORNING AMERICA
HOT TOPICS:
Gary Coleman • Gulf Oil Spill • French Open
Good Morning America
Your Money
Healthy Living
Entertainment
Recipes
MORE GMA: Robin | George | Juju | Sam | Bill | Shout Out | Tickets | Video Vault | Cuomo on the Case
GMA's Red, White and Blue Cook Off
Chefs from the Coast Guard and the Navy face off.



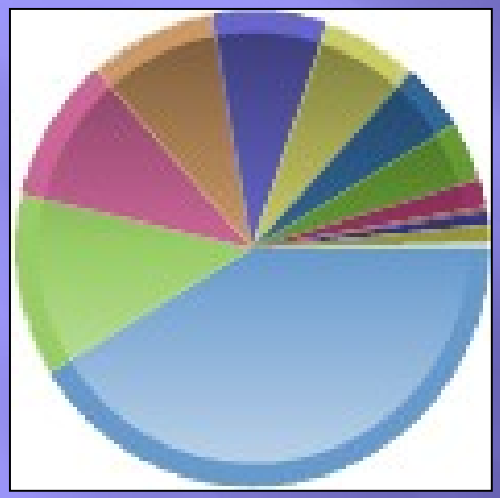
Public Information (Media)

- **Foreign Media:** Telemundo; Spanish MTV; Univision Radio; Brazil TV, Foreign Press Center (State Dept), more
- **Trade Publications**: Popular Mechanics; Jane's; Jane's International; Scientific America
- Hometown News Releases
- Fleet Week New York Web Site
- Fleet Week New York Facebook page
- Filmed PSA's for NY-1 and "shout outs" – English and Spanish.
- Sports teams running "shout outs" prior to/during games.
- Walk-Ups/Pop-Ups. Timely response = More positive coverage!

2010 Media Ops

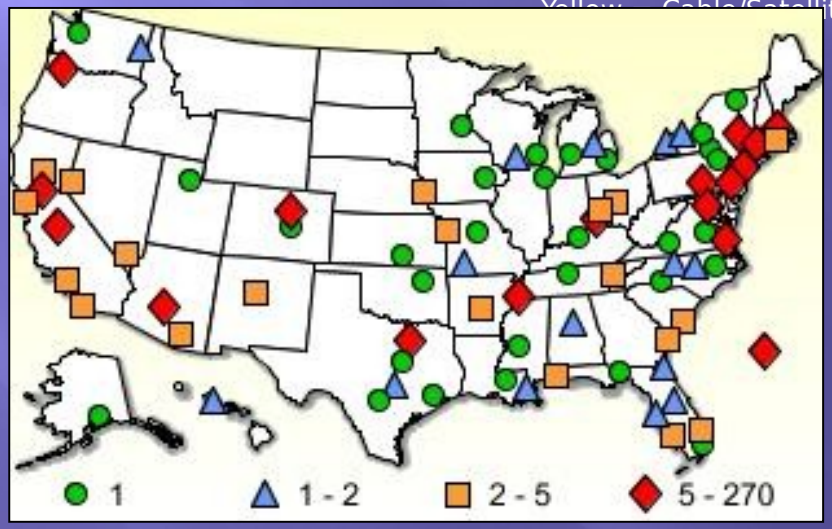
- Wendy Williams Show
- Debut Top Gun PS3 on IWO during transit; move to statics on pier.
- DEFCON 3/Fox.com (national) film on IWO; in studio Wednesday w/ FWNY wrap up
- Foreign Press Center
- MSNBC Rachel Maddow Show
- The View – 180 military personnel in studio
- Regis and Kelly – audience was ACDU, in studio
- David Letterman Top 10 List - taped
- Good Morning America – audience members ea
  morning; weekend show to highlight three (3)
- CBS Early show – audience members each mor
- Today Show – audience members each mornin
  Tug Of War with FOGOs officiating
- Blood Drive on IWO – Fox 5, 104.3 NewsRadio
- WNBC "The Debrief with David Ushery"
- Today Show 3rd Hour with Kathy Lee & Hoda – in
  studio military skills challenge
- John Stewart Show

Media Coverage



News ad value for the two-week period was more than $2.4 million

Lt. Blue = Television (42%)
Green = Cable/Satellite program (13%)
Pink = Wire Service (10%)
Orange = Newspaper (9%)
Purple = Online, news & business (8%)
Yellow = Cable/Satellite network



Press coverage wasn't just limited to northeastern media markets. News circulation that we could track amounted to more than 29 million people

Embark Program

In 2010:

- Emarks included RO2N, RO1N and POS.
- Invitation letters and embark forms mailed to 250 individuals.
- Processed over 150 forms from VIP/media.
- Processed NROTC, Sea Cadets & USMC Poolee – 190+ nominees.
- Developed launch plan - working with ESG-2 Air Ops.
- Embarked 33 media reps; including 18 members of the Foreign Press Center.

Tour Program

- General Public Visiting
  - 0800-1700 daily, except in Manhattan (closed Sunday)
  - First Responders receive head of line privilege
  - Veterans receive head of line privilege on Memorial Day
  - 64,871 visitors in 2010
- Pre-arranged VIP Group Tours
  - Youth Groups
  - Organizations/businesses
  - Civic/Navy leadership
  - Veterans Groups
  - 7,000 pre-arranged group tours in SI alone.
  - Handicapped

Internal Information

- Supported by NPASE – on site, boots on the ground in command center
  - SEAOP Det component embarked IWO to support
  - In sync with SOE
- https://www.cnic.navy.mil/cnrma/programs/FWNY
- Navy.mil
- Daily News Update
- *The Flagship*
- Facebook
- Twitter
- Flicker

facebook
Search
Change Picture
Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
Remove from My Page's Favorites
Fleet Week New York is the City's celebration of the sea services. This annual event provides an opportunity for the citizens of New York City and the surrounding Tri-State area to meet Sailors, Marines and Coast Guardsmen.
Information
Location:
1510 Gilbert St.
Norfolk, VA, 23511
Phone:
757-322-2853
Insights
See All
213 Monthly Active Users
6 Daily New Likes
Fleet Week New York
Wall
Info
Notes
Photos
What's on your mind?
Attach
Share
Options
Fleet Week New York
FLEET WEEK NEW YORK 2011
The dates for the next FWNY are May 25 - June 1, 2011. The schedule of events will be posted when is becomes available.
September 24 at 1:36pm · Comment · Like · Share
27 people like this.
John Kelly For the past two years I have been involved with Fleet week thur the NY blood center with the blood drive I would like to get more involved with the planning or other duties involved since our son is in the Navy I think it would way for me to say thanks to all the men and woman in the Fleet. Please let me know or could I be involved with the committee. Thanks for your time and consideration.
September 24 at 7:31pm · Like · Flag
Write a comment...
Danijela Müller-Zivkovic Hello!! We`re planing a trip from Germany to NY during fleet week! Could someone please tell me the date for Fleet week 2011 in New York....Thanks
September 19 at 2:57pm · Comment · Like · Flag

Community Relations

- Reenlistments (WTC, Yankees)
- Stock Exchange Closing Bells (NYMEX; NYSE)
- Blood drive w/NYC Blood Center
- Displays: Accelerate Your Life, F-18 Simulator, NECC, Osprey
- MAGTF Demo's
- USCG displays; SAR demos
- Navy Band (sports, TV shows, stock exchanges, Times Square, Staten Island concert, parades)
- Navy and Marine Bands top of Sight Seeing Bus
- COMREL projects coordinated with C to include school visits, hospital vis soup kitchen, etc. with USN, USMC USCG

Strategic Communication

- PA Guidance drafted by CNRMA PAO; approved via ESG, C2F; USFF; CHINFO

- Focus is:
  - **Maritime Strategy**
  - **Diversity**
  - **Recruiting**
  - **Navy Ethos**
  - **2011 - CONA**
  - **2012 - War of 1812**

- Q&A includes:
  - What people can see/do (all servic
  - Safety/security
  - Don’t Ask, Don’t Tell policy
  - Women on Submarines
  - Current natural disaster(s)

Recruiting

- USN Static Displays in Manhattan and Staten Island
  - NECC displays - IWO/Pier 88
  - Navy Flight Simulator – Pier 88
  - Navy Suburban - SI
  - Navy Convention Booth 10x20 – Pier 88
  - SPECWAR
- USN Band NE
- Daily GPV Tours
- USMC static displays in Manhattan
  - Joint Non Lethal Weapons Display (Pier
  - On IWO
- USMC air demos
- USCG statics
- USCG demonstrations
- JAG tours
- School tours/visits

ONR

- Work cooperatively with ONR on static displays and news peg

- Displays/exhibits on the pier
  - ION Tiger UAV, REMUS, Sea Stalker, SEA PERCH, and Rope Ascender Demo

SOE

- Managed by Public Affairs
- 2010 supported over 270 events
- Weekly Drumbeat Meeting to review – Thursday
- Work closely with JAG – ethics review; Strike Group on approval and execution

Manning

- Totally integrated Navy, Marine Corps & Coast Guard Team
- Set up in five different locations:
  - Manhattan Command Center
  - Manhattan Media
  - Staten Island Command Center
  - Manhattan Tours
  - Internal (located opposite end of Command Center)
- Total of 98 PAOs to execute FWNY 2010, plus reach back support at CNRMA

Admin

- Daily Close of Business reports to all DOD stakeholders
- Press releases – dozens, in coordination with USMC and USCG.
  - Released in NY, NJ, CT, Hampton Roads, Mayport, North Carolina (USMC)
- PA logistical requirements
- PA lodging requirements

Initiatives/Improved Processes

- Purchased ads on Facebook to increase fan base – HUGE success, minimal cost
- More collaboration with other services
- More Navy aircraft involvement
- Working with print media on FWNY pullout schedules. Initial attempt in 2010; more focus in 2011
- RESFOR identifying 1655 NOW to assist in all pre-planning
- Website challenge – address is too long. .com best
- Movie Premiers – coordinate with NAVINFO West
- Navy NewsStand – holiday weekend support for stories pushed
- Video Hometowners/blogs – wish list

Questions?